

11 October 1947

Weekly Report of Activities

We have two new full member stations this week - WJRH at Lafayette College, Easton, Penna, and KVOF at Texas College of Mines in El Paso. This brings the total full membership to 33. Several other stations have applications in which are being processed.

The distribution of the Music Hall will begin this coming week. This is a new series - series C - of scripts for one-hour recorded programs of serious music. The pieces are chosen from those which most stations have available, and a list of all available recordings, in order of preference, accompanies each script. The scripts are mailed weekly from New York to all full member stations which request them. This fall, Series C will continue the high calibre of the Series A and B, although the music may prove more difficult to obtain. (We have used up most of the readily obtainable pieces). Series C does not use any music used in an earlier series, so stations which have not used Series A or Series B may have them also, on request.

The Music Lovers Guide, the monthly booklet which lists the music in the Music Hall with program notes, will be available at cost to any stations desiring to distribute it. The contents are printed uniformly for all stations - the call letters of the station and its frequency are imprinted for each station on the cover. In the past this booklet has proved to be a top-notch promotion device when distributed directly to listeners rooms. You can have it for about 1¢ per month per copy. Write for further information.

It is expected that John H. Breck, manufacturers of shampoo and like products, will resume sponsorship of the Music Hall on women's colleges in November. They were unable to start with it this fall because of an unusually expensive dealer-education campaign on the West coast. This account may also take chainbreaks on men's and co-ed colleges.

The New York Times is now supplying by telegraph the copy for a 5 minute news period daily. It is supplied at the Times expense to a number of north-eastern colleges, and is available to any other IBS member station which wants to pay the transmission charges. These charges amount to about 30¢ a day for each 100 miles (from New York). Copy is delivered around 7:30 PM EST. It may not be sponsored.

Most of you know about the J.B. Williams (Shave cream) account, which has asked for quotations on several different programs for broadcast in all men's and co-ed colleges. One of the shows submitted to them is the daily 9:55 news. If they decide to take this program it will put the Ivy Network and the News Service into operation. You will get further information on the news service but, briefly, the idea is this: Our own student reporters, operating from our stations all over the country, and our own student correspondents in major foreign capitals, are able to report news of special interest to our audience from the viewpoint of a college student. Coordinated by a newsroom staff in New York, they will make "foreground" reports which bring a local campus appeal to world affairs. We will buy several of the news wires for "background".

This material will make up the 9:55 PM EST news period on the Ivy Network and also provide the material for the documentary programs - Voices of History and On the Wire, and some material for the discussion program "It's Up to You". It will be possible to send out the copy for the 9:55 news by short wave (in morse code) to western and Southern stations. Any operator with a knowledge of code can take it down. In the Central

time zone it will arrive in time to be used at 9:55 local time. Farther west, we may be able to arrange special transmissions later in the evening. Arrangements can be made to transmit the news by telegraph for those stations unable to take the code.

We are advised by our representatives in Boston that Kennedy's (a chain of department stores in New England) may buy a news program on all New England stations, with the possible exception of WMS Williams. The same news service can make up a special news period for this group at a different hour. This also may sustain a regional network in southern New England, which some of the stations there are anxious to establish.

At the present time, we need to start lining up personnel to work on the news. Therefore, I would like to have the names of any people on your staffs who are particularly interested in news coverage (to act as reporters) and any former students who are now studying abroad. Please send their names, addresses, and station experience (if any) to New York Office.

The United Nations is putting out an interesting program, 15 min 30 sec in length, made up of excerpts from the recordings of each day's sessions. It is broadcast on a number of stations scattered around the country, and is available to anyone who wants to pick it up by wire line at certain offices of the telephone companies. This program would be a welcome addition to the schedule of any IBS station which can arrange to get it. Here are the times and routes: (all are daily - Monday thru Friday)

10:45 PM EST available in New York (WJCA) transcriptions made at cost

11:15 PM EST available New York

Boston (Yankee network)

Washington (WDC)

12:15 AM EST available New York (State Dept.)

Philadelphia (WCAU)

Cleveland (WCAR)

Chicago (WJED)

St. Louis (KOMO)

Denver

Salt Lake City

San Francisco (KSAN)

Hollywood (KFWB)

Write me for further information if interested.

We are currently making arrangements for the accreditation of our reporters at the United Nations headquarters. If we get the network going, we will be able to get broadcast facilities at U.N. headquarters.

It appears that none of the national advertisers is anxious to buy the excellent schedule of football games which we prepared, so we are dropping it. Do what you can on a local basis.

Engineers will be interested to know that there is an article by Alan Sobel, former Engineering Director of WKCR Columbia, in the September issue of "Communications" (p 16). It deals with "Short Telephone Lines in Broadcast Operation" and contains a lot of useful data.

Best regards,

Dave